

## SCORING CRITERIA: Recycling Market Development Zone Designation Cycle For 2013

Applicants must score at least 70 points of the total possible 100 points to be considered for designation.

### GENERAL REVIEW CRITERIA

Points	Description – Points per bulleted item are in parentheses
<b>20</b>	<p><b>1. STATEWIDE OBJECTIVES:</b> Applicant demonstrates that it will contribute to the Statewide objectives if they are designated as a Recycling Market Development Zone (RMDZ).</p> <ul style="list-style-type: none"> <li>• (5) Extending landfill capacity.</li> <li>• (5) Encouraging the use of emerging technologies to address priority materials.</li> <li>• (5) Distributing RMDZs throughout the state.</li> <li>• (5) Stimulating new regional markets.</li> </ul>
<b>20</b>	<p><b>2. TARGETED/REGIONAL CRITERIA:</b> Applicant clearly describes whether and how the proposed RMDZ reflects the following characteristics to ensure regions are represented that: have high potential to target existing manufacturing businesses to include more recovered materials and/or to assist them in staying viable; have high potential to target-new businesses that can be quickly established to use regionally available commodities; and have the capability to function as a RMDZ.</p> <ul style="list-style-type: none"> <li>• (5) Applicant demonstrates a relatively large amount of priority materials are being disposed of in the region, e.g., construction and demolition (C&amp;D) materials, organics, paper, and plastics.</li> <li>• (5) Applicant demonstrates that there is an existing collection and processing infrastructure in the proposed zone and/or nearby region to create a significant continuous stream of recoverable materials, which will assure a consistent feedstock.</li> <li>• (5) Applicant demonstrates it already has been working with local businesses to build a strong recycling infrastructure. This will ensure that any technical assistance and loan funds provided by CalRecycle will have a more immediate impact on the local infrastructure and economy.</li> <li>• (5) Proposed RMDZ should encompass an entire city or county or multiple jurisdictions, as opposed to specific parcels of property.</li> </ul>
<b>30</b>	<p><b>3. MARKET DEVELOPMENT PLAN:</b> Applicant includes a detailed Recycling Market Development Zone Action Plan that shows how planned activities and tasks will promote manufacturing using recycled feedstock to attract manufacturing businesses and retain existing manufacturing businesses. Applicant delineates activities and tasks and demonstrates that they are well thought through and are achievable with available resources.</p> <ul style="list-style-type: none"> <li>• (5) Applicant defines reasonable goals and objectives, which address metrics such as how many businesses will be contacted, how much disposal will be reduced, how much GHGs will be reduced, how many jobs will be created, etc. Goals are achievable in comparison to baseline data.</li> <li>• (5) Applicant demonstrates a plan to assess local business circumstances and how local manufacturers and new businesses can become part of the recycling infrastructure.</li> </ul>

	<ul style="list-style-type: none"> <li>• (5) Applicant demonstrates a plan to involve other business-focused organizations (i.e. Chambers of Commerce and Economic Development entities).</li> <li>• (5) Applicant discusses feedstock availability and reliability and what tools and approaches it will use to expand feedstock supplies if future demand increases.</li> <li>• (5) Applicant shows commitment to offering RMDZ businesses resources including activities such as technical assistance, marketing, permit and siting assistance, reduced fees or other economic incentives.</li> <li>• (5) Applicant identifies availability of industrially-zoned commercial real estate properties and buildings within the proposed RMDZ that will meet the needs of new and expanding recycling manufacturers that will use the targeted materials.</li> </ul>
<b>10</b>	<p><b>4. BUDGET AND RESOURCES:</b> Applicant demonstrates substantive commitment to provide funding and staffing for the program.</p> <ul style="list-style-type: none"> <li>• (3) Applicant describes the overall RMDZ administration, including personnel resources and responsibilities. Applicant demonstrates that the proposed staffing has experience in solid waste management and/or economic development.</li> <li>• (3) Applicant provides a line item budget for the proposed RMDZ showing sources of funds to support the proposed RMDZ. Show how the budget ties to implementing RMDZ program activities such as marketing and publicity, technical assistance, etc.</li> <li>• (2) Applicant provides a detailed organization chart for the proposed RMDZ's administration.</li> <li>• (1) Applicant shows additional support from local governmental entities that might not be directly involved, such as information offices, technology support units, economic development departments, etc. Support could include staffing, funding, advertising, technical assistance, etc.</li> <li>• (1) Applicant explains any additional in-kind support, such as from other jurisdictions.</li> </ul>
<b>10</b>	<p><b>5. EVALUATION:</b> Applicant includes metrics for activities (output) and evaluation (outcome).</p> <ul style="list-style-type: none"> <li>• (4) Applicant clearly describes baseline data such that program success can be measured.</li> <li>• (4) Applicant clearly defines metrics to track both activities to be performed and measurable outcomes resulting from those activities.</li> <li>• (2) Applicant sets activity metrics and evaluation metrics for planned Zone Incentive Fund Activities.</li> </ul>
<b>10</b>	<p><b>6. APPLICATION COMPLETENESS, LETTERS OF SUPPORT, EXPERIENCE, ETC.</b></p> <ul style="list-style-type: none"> <li>• (4) Applicant provides all necessary documentation.</li> <li>• (2) Application is free of significant errors and omissions.</li> <li>• (2) Applicant includes letters of support and resumes.</li> <li>• (2) Applicant demonstrates its involvement with other RMDZs, cooperating and participating governmental agencies, businesses, and organizations needed to be a successful RMDZ.</li> </ul>
<b>100</b>	<b>TOTAL POSSIBLE GENERAL REVIEW CRITERIA POINTS</b>